

BUSINESSnews

Property ^{News}

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IPS Dubai Special Issue 2026 UAE Real Estate Projects & Investment Guide

7 – 9 SEPTEMBER 2026

DUBAI WORLD TRADE CENTRE

**OFFICIAL MARKETING PROPOSAL 2026
MEDIA & SPONSORSHIP GUIDE**



SCAN TO
VIEW ALL
BROCHURE

01

WELCOME

More Than Exhibition Coverage, A Complete Marketing Campaign.

Every year, hundreds of real estate companies, developers and global industry leaders advertise, and exhibit visibly to stand out during IPS Dubai.

However, the competition for attention has never been intense. In a crowded marketplace, having a strong and lasting voice outside the event environment often makes the difference.

Property News, published by Business News Media Group (BNMG), offers more than on-site exposure. We deliver a comprehensive multi-channel marketing campaign designed to build brand awareness, generate leads, engage investors, and position your projects, services, and destinations as market leaders.

**More than media visibility –
we deliver results.**



Tariq Osman
Business Development
Manager

Property News Magazine



WHY IPS DUBAI 2026?

The world's leading real estate exhibition
where opportunities are created.



100+

Participating Countries



20,000+

Real Estate
Professionals



300+

Exhibiting Companies



75%

International Visitors



5,000+

High Net Worth Investors



Countless

Investment Opportunities

Your ideal audience gathers for three days.
Our campaign keeps your company visible
before, during, and after IPS.

WHY PROPERTY NEWS & BNMG?

Your strategic media partner.

Property News, published by Business News Media Group (BNMG), connects real estate brands with a highly engaged and influential audience across the Middle East and beyond.



Market leader in business and property media in the Middle East

Trusted by developers, investors, agencies, and government entities.



Bilingual publishing in English & Arabic

Maximize your reach across diverse and high-value audiences.



Multi-platform visibility across print, digital and social media

Integrated campaigns for consistent brand exposure.



Trusted by developers, investors & government entities

A proven track record of delivering results for leading brands.



Integrated campaigns that deliver measurable results

Data-driven strategies, real engagement, and clear ROI.



A long-term partner in your growth

We build relationships that go beyond exposures to create lasting impact.



BNMG MEDIA NETWORK

A powerful ecosystem that amplifies
your brand across the region.



25+ Digital Platforms



2 Languages: English & Arabic



1,000,000+ Monthly Website Visitors



250,000+ Social Media Followers



50,000+ Email Subscribers



10,000 Printed Magazines
(Distribution)

**Proven Reach Across GCC
and Key International Markets**

OUR DIGITAL PLATFORMS & PUBLICATIONS

BUSINESS & NEWS

- BusinessNewsE.com (English)
- BusinessNewsME.com (Arabic)
- ALSaudiya.com (Arabic)
- Expo2030News.com (English)
- YourPressCenter.com (English)
- ArabicPressCenter.com (Arabic)
- UAEPresCenter.com (Arabic)
- TravelandMarkets.com (English)
- BusinessNewsLeaders.com (English)

PROPERTY & REAL ESTATE

- PropertybNews.com (English)
- PropertyNews Arabic.com
- Homzel.com (English)



Multi-Platform
Exposure



Highly Engaged
Audience



Maximum Visibility
& Impact



Regional & International
Reach

Our network ensures your message reaches decision-makers,
investors, developers, and influencers across multiple channels.

MARKETING OPPORTUNITIES AT IPS DUBAI 2026

Maximize your brand exposure before, during, and after the event through our integrated print, digital, and social media solutions.

01



PRINT ADVERTISING

- IPS Dubai Special Issue in Property News Magazine
- Full Page, Double Page & Premium Positions
- High-quality print distribution at the event and across key locations

02



DIGITAL ADVERTISING

- Banner Ads on Property News website & network
- Featured listings and project showcases
- Targeted digital campaigns to qualified audiences

03



SPONSORED CONTENT & PRESS RELEASES

- Article publication on our platforms (English & Arabic)
- Thought leadership, interviews & expert opinions
- Increased credibility and brand authority

04



SOCIAL MEDIA PROMOTION

- Sponsored posts across our social media channels
- Instagram, LinkedIn, Facebook, X (Twitter) & YouTube
- Stories, reels & video coverage

05



EMAIL MARKETING

- Feature in our daily newsletters (AM & PM Editions)
- Sent to 50,000+ real estate professionals & investors
- High open rates and engagement

06



ON-SITE & EVENT COVERAGE

- Live coverage, interviews & photo galleries
- Brand visibility during the event
- Post-event coverage to extend your reach

07



LEAD GENERATION & DATA SOLUTIONS

- Targeted campaigns to generate quality leads
- Reports & analytics to measure performance
- Maximize ROI from your participation



OUR GOAL

To help you stand out in a competitive marketplace, connect with the right audience, and achieve your business objectives at IPS Dubai 2026.



YOUR SUCCESS, OUR MISSION

We are committed to providing tailored solutions that meet your goals and deliver maximum impact.

Property
MAGAZINE

Published by
Business News Media Group (BNMG)

FOR BOOKINGS & INQUIRIES

- +971 50 777 8178
- tariq@propertynews.com
- propertynews.com

CONNECT WITH US



@businessnews

“
From brand awareness
to lead generation,
we deliver measurable
results that drive
your success.”



IPS DUBAI 2026 ADVERTISING PACKAGES

Flexible solutions to fit your goals and budget.

All packages are in USD and exclude 5% VAT.



	★ BRONZE PACKAGE	★ SILVER PACKAGE	★ GOLD PACKAGE
	\$3,000 BEST FOR: Brand Awareness	\$5,000 BEST FOR: Brand Visibility & Engagement	\$8,000 BEST FOR: Maximum Exposure & Lead Generation
 PRINT ADVERTISING	✓ Full Page Ad in IPS Dubai Special Issue ✓ Listing in Advertiser Index	✓ Full Page Ad in IPS Dubai Special Issue ✓ Logo on Sponsors/Partners Page ✓ Listing in Advertiser Index	✓ Premium Position (Inside Front Cover or Opposite Table of Contents) ✓ Full Page Ad ✓ Logo on Sponsors/Partners Page ✓ Listing in Advertiser Index
 DIGITAL ADVERTISING	✓ Sidebar Banner (300x250) – 1 Month ✓ Featured Project Listing – 1 Month	✓ Leaderboard Banner (728x90) – 1 Month ✓ Sidebar Banner (300x250) – 1 Month ✓ Featured Project Listing – 2 Months	✓ Leaderboard Banner (728x90) – 2 Months ✓ Sidebar Banner (300x250) – 2 Months ✓ Featured Project Listing – 3 Months ✓ Dedicated Project Showcase Page
 SOCIAL MEDIA PROMOTION	✓ 2 Social Media Posts ✓ Story Mention	✓ 4 Social Media Posts ✓ Story Mention ✓ Reel/Short Video (1)	✓ 6 Social Media Posts ✓ Story & Reel/Short Video (1) ✓ LinkedIn Sponsored Post
 EMAIL MARKETING	✓ Feature in 1 Newsletter (10,000+ Subscribers)	✓ Feature in 2 Newsletters (10,000+ Subscribers) ✓ Logo in Newsletter	✓ Dedicated Email Blast (50,000+ Real Estate Professionals & Investors) ✓ Logo in 2 Newsletters
 ON-SITE & EVENT COVERAGE	✓ Post-Event Coverage (Mention)	✓ Interview Opportunity ✓ Post-Event Coverage (Article + Photos)	✓ Speaking Opportunity (Subject to Approval) ✓ Interview & Video Feature ✓ Post-Event Coverage (Article + Photos + Video)
 LEAD GENERATION & REPORTING	✓ Basic Performance Report	✓ Lead Generation Support ✓ Monthly Performance Report	✓ Exclusive Lead Generation ✓ Detailed Performance Report ✓ ROI Analysis
	GREAT VALUE Essential visibility for maximum awareness.	MOST POPULAR Perfect balance of visibility, engagement & impact.	MAXIMUM IMPACT Comprehensive exposure for measurable results.

ADD-ON SERVICES



Extra Page
in Magazine
\$3,000



Sponsored
Interview
\$2,000



Video
Production
\$3,500



Targeted Email
Campaign
\$1,500
(per blast)



Custom Research
Report
\$4,000



PACKAGE DISCOUNTS
• 10% OFF for 2+ packages
• 15% OFF for 3+ packages

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@businessnews

IPS DUBAI 2026 LET'S CONNECT!

Ready to showcase your brand to the world?

Our team is here to help you choose the right advertising package and deliver maximum impact.



CONTACT US



PHONE

+971 50 777 8178



EMAIL

tariq@propertybnews.com



WEBSITE

propertybnews.com



ADDRESS

Dubai UAE



BOOK YOUR SPACE TODAY!

Limited positions available.

Secure your spot and maximize your brand exposure at IPS Dubai 2026.



SCAN TO
VIEW PACKAGES
& BOOK NOW

WHY PARTNER WITH US?



REGIONAL &
INTERNATIONAL
REACH



HIGHLY TARGETED
REAL ESTATE &
INVESTMENT AUDIENCE



MULTI-CHANNEL
MARKETING
SOLUTIONS



MEASURABLE
RESULTS &
ROI



EXPERT TEAM &
DEDICATED
SUPPORT

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